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MINI

North American International Auto Show

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**Mr. Harald Krueger**

Ladies and Gentlemen, welcome to MINI! I´m thrilled to be here today and I´m delighted to say the MINI fan community just keeps on growing.

Last year, we sold more MINIs around the world than ever before - over 300,000 cars. That is a new sales record. Here in the United States, by far MINI's largest market, we also set an all-time record in 2012. Last year we delivered more than 66,000 cars to customers here - an increase of 15 percent over 2011.

Two things are clear from our sales success: Americans are big fans of the MINI brand and this market is really important to MINI. Why are people such big fans here in America and around the globe? MINI is the most exciting, most personal small car brand in the world, and now we're offering more opportunities to experience the brand than ever. MINI has the most diverse model line-up in its history: seven MINI models and seven sporty versions with the John Cooper Works badge.

Because of MINI's brand strength it is, quite simply, more than a car: MINI creates a strong, emotional and personal connection between the driver, the vehicle and the brand's qualities. That is what the brand is all about - and it can be found in every single MINI. I can tell you, there will be much more of this in the future.

With new types of engines and models, we will continue growing MINI's position in a competitive marketplace. We aim to expand even more - not just here in the U.S., but also right across the globe. Balanced growth has always been our clear target.

The key to developing the MINI brand lies in growing the MINI family, while remaining true to the heritage that defines it:

* extreme driving fun,
* pure go-kart feeling, and
* irresistible design.

For fans looking for even more sportiness, all models are also available as John Cooper Works versions. These cars offer pure racing feeling - in a way that can be seen, heard and enjoyed.

At the LA Auto Show last November, we presented the seventh member of the MINI Family, the MINI Paceman and today we are presenting the world premiere of the MINI John Cooper Works Paceman. This newest MINI Family member inherits the brand's sporting genes, highlighting them in concentrated form. Design with bite - and the promise of a high-octane race feeling - even on the streets of the urban jungle.

**Dr. Kay Segler**

Ladies and gentlemen, as you can see and hear for yourselves, there's no doubt this MINI has motorsport running through its veins. The MINI John Cooper Works Paceman captures the feeling of racing in a pure form - in both its design and technology. It has everything you want for unbeatable driving fun in everyday use.

Thanks to the dynamic proportions of its body, this MINI's ultra-sporty DNA is crystal clear at first glance. Its confident front end blends perfectly with a coupe-style roof line and if you´re looking to up the ante, the aerodynamic kit takes this MINI's sportiness to the next level.

Without a doubt, the MINI John Cooper Works Paceman is not only the first Sports Activity Coupe in its segment, but also a true athlete and, like any athlete, the MINI John Cooper Works Paceman is ready for action. It´s powered by a turbocharged four-cylinder engine pumping out 208 horsepower. This will take you from zero to 60 miles per hour in six and a half seconds.

The racing know-how of John Cooper Works extends beyond its engine into its chassis technology. Sports suspension, including beefed-up anti-roll bars, comes as standard. Adding to its extraordinary driving experience is ALL4 - MINI's all-wheel drive - which also comes as standard. You can drive over loose ground, snow or really take a corner. Anywhere you drive, the variable distribution of power between the front and rear axles means you will always have optimum traction, directional stability and stable handling.

Ladies and gentlemen, as you can see, the sporting roots of the seventh model in the John Cooper Works line-up are clear. For over 50 years, the name John Cooper has stood for high performance and extreme driving fun in a MINI.

Fans around the world can't get enough of MINI´s performance. You can see this attraction in two of our sportiest models: the MINI Coupe and MINI Roadster. We have already delivered 10,000 units of each of these two models within a short span of time. This sales success confirms what we already know — the unmatched MINI driving fun guarantees more excitement than ever before.

**Mr. Harald Krueger**

The Paceman looks thrilling and I can tell you, it is even more thrilling to drive. Now please come up and take a look for yourselves at the newest member of the MINI Family - the MINI John Cooper Works Paceman. Thank you.